

GIFT IDEAS FOR MEN ARE VERY PLENTIFUL

Torrance stores are jammed with Yuletide suggestions—but don't wait too long. Buy early in Torrance and really enjoy this Christmas season!



TORRANCE PHARMACY

George L. Probert
1403 MARCELINA PHONE 3

Gifts of Unusual Merit

"Thank you a thousand times for my lovely Yardley Christmas!"



Cries of admiration from all the charming, discriminating women on your list will greet this beautiful Yardley Gift Set!



English Lavender, Face Powder, Talcum Powder and Lavender Soap. The Set . . . \$3.25

Other Yardley Gifts for Both Women and Men in Gift Sets and Individual Packages...\$1.50 to \$9.00



BUXTON
Fine Leather Wallets, Bill Folds, Key Tainers, Etc. \$1 to \$5



PARKER
Fountain Pens, Pen and Pencil Sets. \$3.95 up



WESTCLOX
Alarm and Electric Alarm Clocks. Modern designs. \$1.65 to \$4.95



PIPES
Yellow - Bole, \$1.25 to \$1.50. Dr. Graybow, \$1.50. Kaywoodie, \$3.50.

EARLY AMERICAN OLD SPICE
Toilet Water \$1 and \$1.75
Shaving Mugs \$1
Shaving Sets \$1 to \$3.75



Electric HEATING PADS
of Proven Dependability. \$1.98 to \$4.95



TOYS and Stuffed Dolls, Doggies, Bunnies, Teddy Bears.
\$1 - \$1.50 - \$2



Gift Stationery
Fine Papers, attractively boxed. 50c to \$1.00

Lucien LeLong PERFUMES



Precious Fragrances that women love in Radiant New Gift Wrappings. \$1.00 to \$25



Ski Suited

• Grand gift for the outdoor girl! Cotton poplin jacket is lined with all-wool jersey. Treated with Zelan durable repellent for weather and spot resistance.

NEW VERSIONS OF POPULAR GIFTS HAVE EYE APPEAL

Flash! Color comes to men's wear gifts! Gone are the days for drab, uninspiring gifts for men. Gone are the days that made shopping for men's gifts a problem. Your men's wear reporter has just completed a personal tour of all the local shops and department stores and believes every shopper in town can complete their Christmas shopping for men at one fell swoop by making the same tour. So complete are the assortments and so colorful are the individual gifts that your problem is going to be one of wanting to buy more gifts than names you have on your list.



Compact, Useful

• Early American Old Spice toilet water and dusting powder and Treasure Box Friendship's Garden from Shulton, Inc.

Your Christmas reporter notes too, that your local stores have every new skirt style including gored, flared, box-pleated, kick-pleat or all-around stitched pleated skirts. Their color and size range is complete and includes skirts for misses, women and juniors.

LITTLE GIFTS OF LEATHER GIVE LASTING PLEASURE

Without a doubt, leather gifts are top favorites for Christmas giving. This year our American designers and craftsmen have created many new and unusual leather gift items that are sure to please. All are smart, practical and good looking, all are lastingly useful . . . reason enough why they're welcome gifts for both men and women alike.

Just think of all the leather gifts there are! To mention a few, stunning wallets, key cases, albums, cigarette cases and boxes, compacts, desk sets, leather memo pads. Many of the

latter, in fact all of them, are available in genuine leather as well as rich simulated leather, so that if you prefer to give an inexpensive leather gift, you can very easily.

Remember too that these leatherette gifts are shown in pigskin, calf, morocco leather, pin-seal, alligator and many other types of leather, all looking amazingly like real leather. For the gadabouts and travelers on your list, how about these leather gifts? Leather jewel cases, beauty boxes, leather clock cases complete with clock?



There's Still Time To Order a Lepkin Tailored Suit for Christmas

You'll want to look your best for Holiday parties and other social gatherings—and "looking your best" means having a suit that's especially made for YOU!

Don't delay—order that LEPKIN Custom Tailored Suit TODAY!

Come In and See Our Gratifying Assortment of New

Domestic and Imported Woolens

All the new patterns and fabrics that are characteristic ONLY of Custom-Tailored Suits. They mark you as a man of good taste and sound judgment wherever you wear them.



J. LEPKIN Merchant Tailor

1320 Sartori Torrance Phone 102

Sportswear
The sports hue and cry for winter is in full swing, and according to leading New York men's stylists, the brighter and louder the hues, the better for your sports attire, whether for active participation or for bystanding. Knickerbockers are the new note in golfing clothes, worn with pull-over sleeveless sweaters and soft shirts. Sweaters in natural camel hair color blend in best with all your sports clothes, and this year's crop has many new innovations in stitching: the cable, chain and drop stitches all making interesting new patterns.

Wide and narrow striped wools in two and three color combinations make the best sport jackets. Optional in this category, are the pleated or belted backs, side or center rear vents, and the shirred yoke shoulders. The cut of the jacket is purely a personal matter, some men preferring, for example, the belted back for sports wear, others the plain cut back.

Socks and Hats
With these jackets are worn contrasting solid color sports trousers with pleats at the waist. Slate grey, tan and sand brown are good basic colors which will blend easily with almost all colored jackets. For a nonchalant air, the open collar and loosely knotted kerchief are ideal. The kerchief can pick up the strongest colors in the jacket to tie in with the rest of the outfit.

One of the recent arrivals from the Hollywood Scene is the "loafer jacket," for week-end lolling around-the-house. It's cut roomy and full and comes in a wide assortment of loud plaids and checks.

Hand-knitted socks are coming back for a big season. They are being worn in bright colored stripes and checks, to match the pattern in the jacket. Leather belts and sports accessories are returning to wide use and add interesting touches to the outfit as a whole.

Hats appear this year in a greater variety of sport types than ever before. Some of the most popular finishes for country wear are the tweed and rough finished felts.



Back again with a bagful of Christmas gifts, Santa is keeping "open house" till December 24th! Rosy-cheeked, jolly and bubbling over with good cheer, see him at your local stores today! See all the gifts he has in store for your children . . . dolls and trains and planes . . . and games . . . and lots and lots of wearable gifts! For girls, things pretty and warm and smart and new! Plus everything to make bad little boys good—and good little boys better! (Santa says he knows that youngsters want something smart to wear this Christmas!) Stop in tomorrow.